

Mehrdad Aghayari
Consumer Behavior Researcher

Date of Birth: September 21st, 1996

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EDUCATION

- **Doctor of Philosophy- PhD in Marketing** (Expected 2028)
Eller College of Management, University of Arizona, USA
- **Master of Science in Business and Management-Marketing** (2023)
Iran University of Science and Technology (IUST), Iran
Thesis: The Effect of Experienced Emotions on Viral Marketing: A Neuromarketing Study
- **Bachelor of Science (B.Sc.) in Mechanical Engineering** (2019)
Azad University, Iran

RESEARCH IN PROGRESS

- “Maximizing the Effectiveness of Anti-Smoking Campaigns with Targeted Framing Strategies: Evidence from Behavioral and Neurological Studies”
Status: Undergoing the second round of review in *Social Marketing Quarterly*
- “Bringing Visual Processing into Focus: Extending the Theory of Planned Behavior in the Context of Healthy and Unhealthy Food”
Status: Under review in *Journal of Marketing Theory and Practice*
- “A Great Potential for Neuroeconomics and Consumer Neuroscience to Be Inspired by Each Other: A Systematic Scoping Review on Topics, Theories, and Techniques”
Status: Under review in *Decision*

WORK EXPERIENCES

- **Teaching and Research Assistant**
Eller College of Management, University of Arizona, USA
2023 to Expected 2028
- **Consumer Behavior Teaching and Research Assistant**
Iran University of Science and Technology, Iran
2020 to 2022
- **Head of Consumer Neuroscience Group**
Brain Mapping Laboratory, Iran
2020 to 2022

LANGUAGES

- Persian (Farsi)
- Turkish
- English

AWARDS

- Received a \$15,000 grant for employing Cognitive Science in Marketing from the Cognitive Science and Technology Council in 2022.
- Titled the Best Marketing Student of Iran University of Science and Technology in 2021.
- Titled the Best Marketing Student of Iran University of Science and Technology in 2020.

LECTURES and PRESENTATIONS

- **Application of EEG in Consumer Neuroscience: Science or Fiction**
Institute: National Brain Mapping Laboratory
Date:2022
- **International Seminar on Neuroeconomics and Neuromarketing**
Institute: National Brain Mapping Laboratory
Date:2022
- **Advertising from Neuroscience Approach Webinar**
Institute: National Brain Mapping Laboratory
Date:2021
- **Consumer Behavior under the Scrutiny of Neuroscience Webinar**
Institute: National Brain Mapping Laboratory
Date:2021
- **The First Iranian National Neuromarketing Seminar**
Institute: National Brain Mapping Laboratory
Date:2021
- **Application of Neuromarketing in Retailing and Merchandising Webinar**
Institute: National Brain Mapping Laboratory
Date:2021